

Porsche drives worldwide rollout of urban retail formats

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12/07/2021 Being in the same place as customers and fans – this is the core idea behind Porsche's new city centre retail formats, from permanent Porsche Studios to Porsche NOW pop-ups.

A new Porsche Studio opened in Oslo at the beginning of July and Porsche NOW pop-ups have recently debuted on Jeju Island in Korea and in Zurich, Switzerland. The idea behind them is "Destination Porsche," which is currently being rolled out in Porsche Centres worldwide and serves as an umbrella for the sports car manufacturer's stationary retail formats. The locations are transforming into brand experience spaces; rooms for communication and inspiration are emerging. Thanks to digital applications, the brand can also be experienced interactively, with the boundaries between physical space and the digital world continuing to merge.

An ocean view and Oslo's best coffee

At the beginning of July, Porsche Studio Oslo opened its doors – the second such site in Norway, after Bergen. The 125 square metre showroom faces the beautiful Oslofjord and Aker Brygge Marina, and currently showcases a Taycan Cross Turismo. It also has a configuration lounge, where cars can be specified and ordered with the help of a Porsche specialist, and in the future, test drives will take place from the studio.

It will also function as a delivery and collection point for cars booked into the Porsche Centre Oslo workshop, and has been designed to be able to host smaller events, launches and exhibitions. Thanks to a collaboration with the award-winning coffee supplier Supreme Roastworks, visitors are getting both a taste of Porsche and the city's best coffee.

Premiere in Korea with sustainability focus

On Jeju Island, Porsche Korea has also recently opened a Porsche NOW sales pop-up – the first of its kind in Korea. In Jeju, the focus is on sustainability and the pioneering e-mobility scene and the eco-friendly concept of the 449-square-metre facility reflects these regional characteristics with an interior centred around wood and plants. Models such as the fully electric Taycan and the Cayenne E-Hybrid will be exhibited in the pop-up and as well as having the potential to offer test drives and events, it will showcase collaborations with various artists, providing a wide range of experiences to customers and Porsche enthusiasts.

Porsche is also collaborating with the Jeju based premium tea brand, Osulloc, and offers welcome drinks to customers visiting the facility, which is set to be followed by more elsewhere in Korea.

Physical and digital experiences in Zurich

On 12 July, Porsche NOW Zurich opened a temporary showroom in the city centre, near the world famous Bahnhofstrasse. One of the two cars displayed in the 190-square-metre space is a Taycan, which can be explored in a specially designed e-mobility area as a hands-on physical object as well as by digital means. Visitors can configure their individual dream cars on the spot and then feel what it's like to drive them with augmented-reality systems or virtual-reality headsets.

They can also experience the cars for real by scheduling test drives at the Zurich Porsche Centres. In addition, the sales pop-up displays colour and material samples from the customisation programme as well as items from the Porsche Driver's Selection. Porsche Centre Zurich, which operates the store, is using it to hold a range of daytime and evening events, making it ideal for communicating with potential new customers.

Strategic Retail Initiative from Porsche Sales

From Porsche Studios to sales pop-ups, these urban formats offer both a high quality of stay and entertaining points of contact with the brand and its products. Part of Porsche's Future Retail strategy, they are intended to appeal to new, younger and female target groups in addition to existing customers. More sites are set to follow soon.

MEDIA ENQUIRIES



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Consumption data

Taycan with Performance Battery (Predecessor model)

911 Carrera GTS Cabriolet (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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